

## **ON INTERCULTURAL FACTORS IN MODERN DEVELOPMENT**

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**Abstract:** *The relevance of establishing intercultural communication, especially between Uzbekistan and Germany, is the key topic of this article. The article analyzes the significance of successful interaction between different cultures for ensuring harmonious relations at the international level. The importance of respecting cultural differences, broadening one's horizons and being able to communicate effectively in a multicultural environment is discussed.*

*In the context of relations between Uzbekistan and Germany, special attention is paid to the possibilities of improving mutual understanding and cooperation through intercultural dialogues. The authors of the article analyze methods and strategies that promote positive relations between representatives of different cultures and countries.*

*How critical successful intercultural communication is to international cooperation and conflict resolution is discussed in this study. The results of the work may be useful for understanding and promoting positive interactions between Uzbekistan and Germany, as well as for developing common standards and practices that promote successful intercultural communication.*

**Keywords:** *intercultural communication, culture, methodology, international relations, Uzbekistan, Germany.*

### **Introduction**

Intercultural communication is the process of information exchange between representatives of different cultures. It plays a key role in today's world, where globalization and migration flows lead to increasingly close interaction between people from different parts of the world. The importance of intercultural communication can hardly be overemphasized as it directly affects the success of international cooperation in such fields as business, education, science and politics. The main aspects of intercultural communication include understanding and respecting cultural differences, as well as developing skills to communicate and interact effectively with representatives of other cultures. This requires knowledge of the language, traditions, customs, values and behavioral norms of other cultures, as well as the ability to adapt to them and find a common language.

Intercultural communication helps to reduce cultural barriers and prejudices, build mutual understanding and trust between people. It effectively resolves conflicts arising from cultural differences and promotes international cooperation

and partnership.

Contemporary intercultural communication, especially in the context of international conflicts and instability, has faced a number of new challenges and parameters. Here are some of them:

- A. Technological aspect: The Internet and social media have changed the way cultures communicate and interact. On the one hand, it increases access to information and facilitates contact between people from different countries. On the other hand, they can be used to spread hatred and misinformation, which increases international conflicts.
- B. Language barrier: despite the spread of English as an international language of communication, there are many language barriers that can make it difficult to communicate effectively.
- C. Cultural differences: differences in values, norms and customs can lead to misunderstandings and conflicts. It is important to be culturally sensitive when interacting with people from other cultures.
- D. Political and social aspects: political and social conflicts can have a major impact on intercultural communication. For example, the presence or absence of diplomatic relations between countries can affect the exchange of information and contacts between their citizens.
- E. Data security and privacy: with cyber threats and cyber espionage on the rise, data security is becoming more and more important. This can affect the privacy of personal information and the way we communicate.

As for identity issues in general, they are also an increasingly hot topic in today's world:

- 1. Multicultural environment: in today's world, people are often forced to migrate and adapt to new cultural environments. This can create conflicts between different aspects of their identity.
- 2. Identity in the online space: with the development of the internet and social media, people can create different "virtual identities" that may be different from their real life, leading to a discrepancy between internal and external self-presentation.
- 3. Internal identity conflicts: people may face contradictions in their own identity, especially in multi-ethnic societies or in culturally diverse settings.
- 4. Political and social movements: different political and social movements can manipulate people's identities to achieve their goals, which can lead to conflicts between groups with different identities.

A common challenge is to find a balance between preserving one's uniqueness and accepting and understanding other cultures and identities.

Uzbekistan and Germany have different foreign policy priorities and communication strategies at the regional and global levels.

Vital foreign policy priorities of Uzbekistan:

1. Stability and security of the region: Uzbekistan is actively working to maintain stability and security in Central Asia, especially in the context of the fight against terrorism and extremism.
2. Economic cooperation: developing economic ties with neighboring countries and other regional players to promote economic growth and development.

Foreign policy "communication" strategies:

1. Diplomatic initiatives: Uzbekistan actively engages in dialogue with other countries and international organizations through diplomatic channels.
2. Economic diplomacy: utilizing economic opportunities to strengthen relations with other countries and attract investment.

Advantages and disadvantages of communication strategies:

Advantages:

- Diplomatic initiatives can help build trust and resolve conflicts.
- Economic diplomacy can attract investment and promote economic development.

Disadvantages:

- Lack of openness and transparency in communication can lead to misunderstandings and trust issues.
- Limited access to information can weaken the effectiveness of communication strategies.

Germany's vital foreign policy priorities:

1. European integration: Germany seeks to strengthen the European Union and maintain its unity and integrity.
2. World order and security: participation in international missions and initiatives to maintain world order and security.

Foreign policy "communication" strategies:

1. Diplomatic dialogue: Germany actively participates in diplomatic negotiations and international forums.
2. Public diplomacy: use of mass media and public organizations to promote its foreign policy priorities.

Advantages and disadvantages of communication strategies:

Advantages:

- Active participation in international events can strengthen Germany's

position as a key global player.

- Public diplomacy can increase public awareness and support for foreign policy initiatives.

Disadvantages:

- Risk of misunderstandings and conflicts when communicating with other countries and regions.

- Limited resources and competition with other states can make it difficult to realize foreign policy goals.

Intercultural communication projection between Uzbekistan and Germany:

Issues: Differences in cultural and historical contexts can create obstacles to mutual understanding and interaction between Uzbekistan and Germany.

Results: Open dialogue and mutual respect can help resolve conflicts and strengthen mutual relations between the two countries.

In the issue of studying methodological approaches in the field of intercultural communication it is necessary to rely on various theories and concepts that allow us to understand and explain the processes of communication between representatives of different cultures. Constructive analysis of the available different schools and approaches in this issue allows us to get acquainted with all the variety of viewpoints and approaches to solving such an urgent problem of intercultural interaction. In the process of studying intercultural communication, we analyzed the following methodological approaches and schools in the aspect we are looking for:

- *Transnational approach*, which points out the interconnection and influence of different cultures in the issue of communication and interaction, in addition, helps to analyze the processes of transnational communication and mobility of people between different cultural contexts;

The constructivist *approach* focuses on the creation and reproduction of cultural meanings in the process of communication. This approach focuses on the perception and interpretation of symbols, values and norms of different cultures;

The ethnographic *approach*, focuses on the study of cultural customs, traditions and behavioral norms that determine the specifics of intercultural interaction. In addition, it explores the contextual features of communicative situations;

- *Intercommunication approach*, emphasizes the dynamics of information exchange and interaction between cultures. It emphasizes the study of the relationship between languages, culture and communication;

The critical *approach*, focuses on analyzing social inequalities, power structures and dominance in intercultural communication. This approach is relevant to the study of communication from the perspective of social justice and change;

The psychological *approach*, in turn, focuses on understanding the psychological mechanisms underlying intercultural communication. It analyzes the impact of cultural differences on people's perception and behavior in the process of communication;

The hermeneutic *approach*, focuses on interpreting the meaning and interpretation of cross-cultural texts and contexts. Helps to understand differences in worldviews and cultural codes in communication.

- *Global approach*, examines intercultural communication in the context of global processes and transnational interactions. Analyzes the impact of globalization on communication and cultural exchange.

In addition to the above approaches, the existing *school of discourse analysis*, which emphasizes the role of language and speech practices in the formation of cultural identities, is of interest. It analyzes discursive strategies and mechanisms of influence in intercultural communication.

Studying and analyzing the listed methodological approaches and schools allows creating a deeper understanding of the complexity and diversity of intercultural communication. All of them contribute to the understanding of important aspects of interaction between different cultures, help to develop effective communication skills in multinational and multicultural environments.

In addition, they offer their own perspective on the problems of intercultural communication and allow an in-depth understanding of the processes of interaction between different cultural groups. Studying and analyzing different approaches and schools allows to form a more complete understanding of the complexity and diversity of intercultural communication in the modern world.

It should be pointed out that there are other methodological approaches, schools and concepts that are also important for understanding the processes of intercultural communication.

In a globalized world, intercultural communication is also important for personal growth and development. It enriches individual experience, broadens horizons and promotes global thinking, which is important for successful adaptation in a multicultural society.

In business, intercultural communication is of particular importance because successful international negotiations, management of multicultural teams, and development of culturally sensitive marketing strategies for different markets depend directly on the ability to interact adequately with representatives of

different cultures.

Thus, intercultural communication is an integral part of modern society, playing a key role in ensuring mutual understanding and cooperation between people from different cultural contexts. The development of intercultural communication skills becomes more and more important in the conditions of globalization and is the key to successful integration into the multicultural world.

Over the last period, our country is becoming more and more attractive for foreign partners, with which it is promising to conduct international relations at all levels, including in the cultural and humanitarian sphere. Cardinal changes inside the republic have caused constantly growing interest and trust on the part of foreign partners, which eventually can and does lead to increased investments in our country.

In addition, the processes of globalization, democratization and openness of public life, which have intensified recently, allow more people of the world community to learn a lot of new things about Uzbekistan. One cannot but agree that our country is opening to the world community, and the world community is opening Uzbekistan to itself.

New knowledge about other cultures is acquired today not only in tourist trips, the number of international scientific conferences, congresses, foreign business trips, as well as student exchanges, etc. is constantly growing.

In this regard, the topic related to intercultural communication in the system of international relations on the example of relations between Uzbekistan and Germany is very relevant. The relevance of the study of intercultural communication is conditioned by the exceptional importance of intercultural communication in the development of human civilization, as a guarantor of peaceful coexistence of cultures; the need to deepen knowledge about the nature, essence, dynamics, structure of intercultural communication; the need to systematize the theoretical and methodological foundations, principles and criteria of intercultural communication developed by domestic and foreign researchers; the social need to train specialists capable of effective intercultural communication; the need for the development of intercultural communication; the need to improve the quality of intercultural communication; and the need for the development of intercultural communication..<sup>1</sup>

At present, it is obvious that humanity is developing along the path of expanding the interconnection and interdependence of different peoples and their cultures. The expansion of interaction between cultures and peoples makes the issue of the culture of interethnic communication particularly relevant. The cultural diversity of modern humankind is increasing, but at the same time, its constituent peoples are finding more and more means to preserve and develop their integrity

and distinctive cultural image. This trend towards the preservation of cultural identity confirms the general pattern that humanity, while becoming increasingly interconnected and unified, does not lose its cultural diversity. In the context of these trends of social development, the importance of achieving a better understanding between peoples is increasing, thus the need to identify the unique cultural characteristics of peoples is becoming more urgent.<sup>2</sup>

The process of globalization that is currently developing leads to the expansion of interconnections and interdependencies of different countries, peoples and their cultures. Today, it is impossible to find ethnic communities that would not be influenced both by the cultures of other peoples and by the broader social environment existing in certain regions and in the world as a whole. This influence is realized through cultural exchanges and direct contacts between state institutions, social groups, social movements, scientific cooperation, trade, tourism, etc..<sup>3</sup>

In the process of establishing bilateral and multilateral diplomatic relations, there is an active development of various forms of intercultural contacts, which sometimes outpace the existing skills of communication between representatives of different cultures and historical cultural patterns. In this regard, it is important to find interaction and mutual understanding of cultures in order to establish harmonious relations.

The fact is that global changes in politics, economics and culture are also accompanied by the separation of cultures and peoples, causing some nations to strive for cultural self-assertion and the desire to preserve their own cultural values.<sup>4</sup>

In such conditions there is a need to consider more carefully and thoroughly such issues as intercultural communication, with the aim of interaction and mutual influence of cultures, which is an important factor in the regulation of relations between countries.

FRG recognized the independence of our country on December 31, 1991, and already on March 6, 1992, diplomatic relations were established between the two countries.

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<sup>1</sup> 5. Захарова В.И. Значение межкультурной коммуникации в развитии человеческой цивилизации //Журнал Коммунология: теория и методология. - file:///C:/Users/User/Downloads/znachenie-mezhkulturnoy-kommunikatsii-v-razvitii-chelovecheskoy-tsivilizatsii%20(1).pdf

<sup>2</sup> Zolotova B.H. Culture of interethnic communication: regional aspect: Author's thesis. Cand. of philosophical sciences. – T., 2004, c.3.

<sup>3</sup> Verkhovskaya J.A. Intercultural communication as a factor of socio-cultural changes: Author's thesis..... candidate of cultural sciences. – T., 2006, c.3.

. In addition to the established bilateral relations, cooperation with Germany is also carried out through international organizations such as the United Nations and the OSCE.

In general, during the past period of close cooperation between the two countries, high results have been achieved, which have laid the foundation for further deepening of bilateral relations between Uzbekistan and Germany. Such close cooperation has also been facilitated by mutual understanding and resolution of the issue related to intercultural communication.

Today, effective mechanisms of intercultural communication include tourism, science, education and cultural and humanitarian cooperation in general.

As for tourism, it has become an integral part of economic cooperation between our country and Germany. This is confirmed by the recently introduced visa-free regime for German citizens in our country.

According to statistical data, residents of the Federal Republic of Germany occupy leading positions in the list of countries that spend large sums on vacations. Thanks to the measures taken to simplify procedures for foreign tourists to visit Uzbekistan, the number of tourists from Germany visiting our country is growing at an accelerated pace. If in 2016 there were 4,889 guests from Germany, in 2017 - 7,207 people, in 2018 already 18,094 people visited Uzbekistan.<sup>5</sup> During 8 months January-August 2023, 17,807 German citizens visited Uzbekistan for tourism purposes.<sup>6</sup>

The introduction of visa-free regime for citizens of Germany and a number of other countries visiting Uzbekistan for tourism purposes for up to 30 days from January 15, 2019 may give a significant increase in German tourists. The vast majority of German residents travel to learn something new, to get acquainted with the culture, traditions and life of another country. In this regard, in the perception of many Germans Uzbekistan is associated with the country from fairy tales "One Thousand and One Nights". It is only necessary to widely demonstrate the national tourist product in the FRG market.

For this purpose, there are proven methods of promotion through festivals, advertising campaigns on television, social networks, print media and so on.<sup>7</sup>

As for Germany itself, it is a country with an elaborate and developed tourism industry, where tourism consistently shows positive dynamics and brings high dividends to the state coffers.

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<sup>4</sup> Verkhovskaya J.A. Intercultural communication as a factor of socio-cultural changes: Author's thesis..... candidate of cultural sciences. – T., 2006, c.3.

<sup>5</sup> Uzbekistan-Germany: experience, cooperation and prospects for development. - <https://isrs.uz/ru/maqolalar/prezidenta-respubliki-uzbekistan-savkata-mirzиеeva-v-federativnuu-respubliku-germania-sostoalos-intervu>



The FRG today offers a full range of tourism services, from fascinating culture and pulsating cities to unique ecological and marine areas. Germany often also attracts business as the best destination for international trade fairs. For more than a decade in a row, Germany has topped the ranking of Europe's countries with the most favorable conditions for conferences and congresses. In the international ranking, Germany ranks second after the USA in the field of business tourism. Big festivals like Munich's Oktoberfest - the largest folk festival in the world, which attracts about 6.2 million visitors - also attract visitors. Even the soccer stadium, the Allianz Arena, is on the list of tourist magnets.<sup>8</sup>

By developing tourism between the two countries, we will be able to get better acquainted with the history and culture of our countries, especially since we have promising directions for further deepening one of the mechanisms of intercultural communication.

As for cooperation between Uzbekistan and Germany in the field of education, it has a long history. In particular, German scholars and representatives of public circles have from ancient times taken great interest in the history, national customs and traditions of our people. In turn, the general public of our country has also studied with great attention the past and modern way of development of Germany, and its socio-economic foundations.<sup>9</sup>

As for Germany, today it is a state that pays special attention to education, science and scientific research in general. At one time, 91 Nobel Prize winners were German citizens. Germany is an attractive country for the education of foreign citizens. Every year thousands of young people from Uzbekistan go to study in German universities.

This has become possible thanks to the well-established cooperation with the representative offices of German social and political foundations: Konrad Adenauer, Friedrich Ebert, Hans Seidel, the Foundation for International Legal Cooperation, as well as German cultural and humanitarian institutions - the Goethe Institute, the Association of German Universities. Goethe Institute, the Association of German Universities, the German Academic Service, the Office of the German Language Coordinator of the Schools Abroad Administration, and the German Cultural and Humanities Institutions.<sup>10</sup>

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<sup>6</sup> Statistical Agency under the President of the Republic of Uzbekistan <https://www.stat.uz/ru/press-tsentr/novosti-goskomstata/44569-o-zbekistonga-8-oyda-germaniyadan-17-807-nafar-fuqaro-tashrif-buyurgan-2>

<sup>7</sup> Uzbekistan-Germany: experience, cooperation and prospects for development. - <https://isrs.uz/ru/maqolalar/prezidenta-respubliki-uzbekistan-savkata-mirzиеeva-v-federativnuu-respubliku-germania-sostoalos-intervu>

<sup>8</sup> Uzbekistan-Germany: experience, cooperation and prospects for development. - <https://isrs.uz/ru/maqolalar/prezidenta-respubliki-uzbekistan-savkata-mirzиеeva-v-federativnuu-respubliku-germania-sostoalos-intervu>

It is worth noting that the German higher education system is characterized by a variety of universities of different formats. In total, there are 383 higher education institutions in Germany, including 103 universities and 176 universities of applied sciences. Until recently the first higher education in almost all universities was free of charge for both German citizens and foreigners. Since 2007, in some universities of the country introduced a mandatory tuition fee of 500 euros for 1 semester plus a fee of 150 euros (for a travel ticket, use of libraries, etc.).<sup>11</sup>

The great attention paid to the development of science and education in our country in recent years, the conditions being created for young people to receive education based on international standards, and the large-scale measures to support scientific research have aroused great interest in Germany. This contributes to the development of cooperation between our countries in the cultural and humanitarian spheres.<sup>12</sup> The German cultural center "Wiedergeburt" ("Revival"), which began its activities in 1990, initially only in Tashkent, but now has branches in Bukhara, Samarkand and Fergana. The Center carries out a variety of work aimed at encouraging young people

to become more familiar with the traditions and customs of the Germans. But the greatest demand is for German language courses taught by specialists from Germany, who have proved to be effective.

Youth organization "Jugendstern" - "Star of Youth" functions at the center, which promotes youth social projects such as - the republican dance festival, stage performances of world classics and modern German and Uzbek authors at festivals of German-speaking theaters.

The center works not only with young people, there is also a Seniors' Club for elders, who learn folk songs and participate in the celebration of traditional German holidays: Easter - Ostern, Catholic Christmas - Weihnacht, Thanksgiving, Erntedankfest, Muttertag and Fatertag - Mother's Day and Father's Day, Oktoberfest and others. The center holds national seminars on the history of the country's Germans and evenings in honor of outstanding cultural and artistic figures from Uzbekistan and Germany.

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<sup>9</sup> Mirzaev S. Uzbekistan - Germany: a new stage of cooperation in science and education.

<sup>10</sup> "Uzbekistan - Germany: new horizons of cooperation" conference takes place in Tashkent. <https://nuz.uz/2023/04/28/v-tashkente-prohodit-konferenciya-uzbekistan-germaniya-novye-gorizonty-sotrudnichestva/>

<sup>11</sup> Ernazarov D. Cooperation between Germany and Uzbekistan in the field of education and innovation. Collection of international scientific-practical conference "Cultural life in Central Asia and actual problems of development of socio-humanitarian sciences" - Tashkent, 2020, p. 379.

<sup>12</sup> Mirzaev S. Uzbekistan - Germany: a new stage of cooperation in science and education.

The center holds national seminars on the history of the country's Germans and evenings in honour of outstanding cultural and artistic figures from Uzbekistan and Germany. The promotion of the works of German classical composers Johann Sebastian Bach, Ludwig van Beethoven, Franz Schubert, Richard Wagner and Wolfgang Amadeus Mozart performed by the Sogdiana orchestra of Uzbek national instruments attracts the attention of the general public.<sup>13</sup>

The Cultural Center of Germans "Wiedergeburt" in its activities actively cooperates with the German Embassy in Uzbekistan, Goethe Institute in Tashkent, other German organizations, as well as the Uzbekistan-Germany Friendship Society.

To get to know its foreign partner better, Uzbekistan-Germany Friendship Society was established in Uzbekistan on November 27, 1998 and is successfully functioning. When the society was established, the aim was to strengthen friendship ties and familiarize a wide range of people with the rich cultural heritage of the peoples of both countries.

Of interest is the external function of this society, which meets our national interests - it is the formation in Germany of a positive and objective image of Uzbekistan, a country that is now steadily developing and actively cooperating with the international community.

In holding various formats of events, the Friendship Society carries out a constant exchange of information, creates information funds and databases about our country, holds conferences and symposiums within the framework of cultural. The legal basis of the Friendship Society's activity is the Agreement on Cultural Cooperation between the Republic of Uzbekistan and the Federal Republic of Germany", which was concluded on April 28, 1993, and which is 30 years old this year.

And in the jubilee year of 2013, a trilateral agreement "On Cooperation" was signed by the Council of Cultural and Educational Relations and Friendship Societies of Uzbekistan with Foreign Countries, the Friendship Society "Uzbekistan-Germany" and the Society "Germany-Uzbekistan" in Bonn. This agreement has served to further develop friendly relations between Uzbekistan and Germany.

The intercultural communication between the two countries is based on the cultural aspect, which is dynamically expanding and strengthening, in addition, spiritual communication, interaction of traditions, and joint holding of folk festivals- all this creates a favorable atmosphere of trust and establishment of mutual understanding.

In May 2023, President of the Republic of Uzbekistan Shavkat Mirziyoyev made an official visit to Germany, where he held talks with Federal Chancellor Olaf Scholz. Among a range of issues, the two sides discussed cultural and humanitarian cooperation. The German side highly appreciated the unique exhibition of Uzbekistan's cultural heritage opening in Berlin during the President's visit. The sides welcomed the growing interest in learning the German language in Uzbekistan. An agreement was reached on the German Government's technical assistance to the expansion of German language learning in the regions of the country.<sup>15</sup>

For the implementation of harmonious communication requires qualified personnel, in this regard, in 2019, the Decree of President Sh.M. Mirziyoyev "On the organization of activities of the branch of the Federal State Autonomous Educational Institution of Higher Education "Moscow State Institute of International Relations of the Ministry of Foreign Affairs of the Russian Federation" in the city of Tashkent" was adopted, where they began to train in the master's degree - translators-synchronists for international organizations and intercultural communication".<sup>16</sup> The University of World Economy and Diplomacy also has experience in training specialists with the German language of instruction. In addition to the language itself, German language teachers familiarize students with the culture, traditions and mentality of German society.

In training specialists of international format, it is important to pay attention to the integration of cultures, intercultural assimilation, and tolerance towards other cultures and traditions, only with such an approach we will be able to graduate specialists of a new formation, capable of intercultural interaction.

It is important to note that today in Uzbekistan general education schools with advanced study of the German language have been given the names of great German historical personalities. Thus, school No. 60 in Tashkent has been named after Goethe, general education school No. 4 in Bukhara after Johann Christoph Friedrich von Schiller, and general education school No. 51 in Samarkand after Wilhelm von Humboldt.

The Goethe-Institut, a cultural institution of the Federal Republic of Germany, which has branches in many parts of the world, deserves special attention.

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<sup>14</sup> 11. The "Uzbekistan-Germany" Friendship Association - [www.ugd.uz](http://www.ugd.uz)

<sup>15</sup> President of Uzbekistan and Federal Chancellor of Germany discuss possibilities of expanding multifaceted relations. 02.05.2023. <https://president.uz/ru/lists/view/6253>

<sup>16</sup> Annex No. 2 to the Decision of the President of the Republic of Uzbekistan "On the organization of the activities of the branch of the Federal State Autonomous Educational Institution of Higher Education "Moscow

The main task of the Goethe-Institut is to popularize the German language beyond the borders of its own country, and at the same time to expand international cooperation in the cultural and humanitarian sphere through the language. Today Goethe-Institut is the most demanded educational institution in Uzbekistan for those who decided not only to learn the German language, but also to learn the culture of German society. All classes are conducted exclusively in the German language with the use of high material and technical base of the institute.

The Goethe Institute's cultural and educational programs help to maintain intercultural dialogue and establish intercultural communication.

At the Samarkand summit in 2022, which opened a new page in the history of the SCO, our Head of State put forward several proposals, including the introduction of digital platforms for intercultural communication, such as virtual museums and scientific videoconferences.

In these conditions, the establishment of successful intercultural communication is more important than ever. For foreigners, in this case, Germans, getting acquainted with the rich culture of Uzbekistan becomes an objective desire that will help to better find all facets of understanding and cooperation with a nation that has an ancient and unique history and traditions. For multi-ethnic Uzbekistan, which is striving to create an open society, the problems of intercultural communication become the primary task that will help to get to know its dialogue partners better and enrich its knowledge of another culture and civilization.

Historically formed traits of culture and character of German representatives are filled with such qualities as honesty, accuracy, precision, neatness, striving for perfect order, etc.

In turn, Uzbeks demonstrate to foreign guests' genuine hospitality, modesty, and tolerance towards other religions, cultures and traditions.

Uzbekistan conducts mutually beneficial business with our German partners, more than 200 leading German companies are currently successfully operating in Uzbekistan, and to avoid misunderstanding between representatives of different cultures, it is important to address issues related to intercultural communication. For example, a representative of high-context culture, for whom it is not characteristic to give a direct answer, which in their opinion may offend the partner, disguises his refusal with such phrases as: "soon", "we will look into the matter", "we will call you", meaning that the contract will not be signed. The representative of the opposite culture, for whom the word is important, expects that the contract will indeed be signed soon, he will get a call, etc.

### ***Conclusion***

In addition, in intercultural communication, partners cannot be expected to follow identical rules of behavior, which are largely determined by the specifics of their cultures. As a consequence, situations of uncertainty arise in the communication process, for example, when using forms of greeting and farewell, apology and other common forms of behavior. to other people is considered a deviation from the norm and can be misinterpreted.<sup>17</sup> Such differences must necessarily be taken into account in intercultural communication.

In addition, high-context cultures are characterized, for example, by a fairly high level of collectivism, i.e. people who have a sufficient level of cohesion often stay and work collectively. Representatives of low-context cultures, on the contrary, are very individualized.<sup>18</sup> Uzbekistan, in our opinion, is a representative of a high-context culture, while Germany, on the contrary, is a low-context culture. This should be taken into account, especially for those who plan to visit Germany for various reasons.

To successfully adapt to German society, it is necessary to have the following knowledge:

- Good knowledge of the German language and its continuous improvement;
- Have an understanding of the treasures of German culture and art;
- Professional attitude to the assigned work;
- Punctuality and adherence to rules;

Thus, the successful establishment of intercultural communication will allow representatives of different nations, cultures, and mentalities, to understand the motivation for certain actions, and the roots of traditions and customs of representatives of other countries. The study of foreign culture, and respectful and tolerant attitude to other religions, will help to avoid intercultural conflicts, will contribute to the respect and authority in conducting joint business, contribute to mutually beneficial cooperation and solve many other pressing problems in the world globalization and harmonious international cooperation in the interests of all countries.

As for successful intercultural communication, it is possible if societies have such universal qualities as intercultural and interethnic tolerance, especially if the society is multinational and multi-confessional. This is important not only to establish an international dialog, it is important for domestic stability. If in our country the priority of equality of all citizens before the law and society, regardless of their gender, race, religion, or nationality is observed, it will be a guarantee of a social, civil society with a sustainable market economy.

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